



Data and Privacy File Guides

Apple Media Services: App Store Movement Event

April 2025

File name App Store Movement Event.csv

File description This file contains information related to the user's App Store subscription movements for 3rd-party subscriptions on the App Store.

Why Apple keeps this information Apple retains this information in order to support 3rd-party subscription changes, ensure the integrity of transactions, understand user behavior and preferences, measure engagement, and improve software design.

Field Name	Details
Account Match	Whether the logged-in iTunes account identifier matches the logged-in iCloud account identifier on the user's device
App Name	The name of the application in which the user took action
Apple Account Number	Apple account identifying number
Bundle Indicator	Whether the subscription is part of a bundle (such as Apple One)
Client ID	The identifier for the combination of the user, device and App Store
Contingency Indicator	Whether the subscription is part of a contingent offer
Contingent Item ID	Identifier of a contingent price entity
Contingent Trunk App ID	Identifier of the original subscription from which user was able to get contingent pricing on the subsequent subscription
Error Indicator	Whether the new subscription state is in an error state
Event Date Time	Date and time on which event is sent
Event Name	The type of the subscription event
Expected Start Timestamp	Intended start timestamp for each active subscription state
Grace Expiration Timestamp	Expected end date of grace period for a given subscription
Hardware Detail	The type of device from which the user action was taken
Hardware Model	The device model from which the user action was taken
Intro Price Type	The payment type associated with the intro price
Is Signed In	Whether the user is signed in to iTunes
Next Bundle Indicator	Whether the subscription is part of a bundle for the next state in the subscription life cycle

Field Name	Details
Next Contingency Indicator	Whether the subscription is part of a contingent offer for the next state in the subscription life cycle
Next Contingent Item ID	Identifier of a contingent price entity for the next state in the subscription life cycle
Next Error Indicator	Whether the subscription state is an error state for the next state in the subscription life cycle
Next State Type	Whether a state is trial, paid or lapsed for the next state in the subscription life cycle
Next Sub State Type	The sub categories state for the next state in the subscription life cycle for trial, paid, or lapsed subscriptions
Next Subscription Type	The type of subscription plan for the next state in the subscription life cycle
Offer Mechanic	The type of offer
Original Plan Subscription Period ID	Length of the subscription plan
OS	Operating system of the device from which the user action was taken
OS Version	Version of the operating system of the device from which the user action was taken
Partner Name	The partner associated with the offer or external partnership
Payment Name	Name of payment method used to make the transaction
Payment Type	Payment method used for the transaction (e.g., credit card, payment services or store credit)
Period Length Days	Expected length of subscription period in days
Period Length Type	Expected length of subscription period, (e.g, monthly, weekly, bi-weekly, annual, etc.)
Platform Name	The type of device from which the user action was taken
Previous Contingency Indicator	Whether the subscription was part of a contingent offer for the previous subscription state
Previous Contingent Item ID	Identifier of a contingent price entity for the previous subscription state
Previous Error Indicator	Whether the subscription state is an error state for the previous subscription state
Previous Funding Type Code	Denotes the previous funding type of a subscription's last cycle
Previous Offer Mechanic	The type of the offer for the previous subscription state
Previous Offer Version	The version of the prior offer

Field Name	Details
Previous State Type	Whether a state is trial, paid or lapsed for the previous state in the subscription life cycle
Previous Sub State Type	The sub categories state for the previous state in the subscription life cycle for trial, paid, or lapsed subscriptions
Previous Subscription App Name	Subscription application name for the previous state
Previous Subscription Type	The type of subscription plan for the previous state
Price	Total purchase price in the applicable currency (e.g., 9.99)
State End In Pacific Time	The timestamp when the current state of the subscription ended or will end in Pacific Time
State End In Regional Time	The timestamp when the current state of the subscription ended or will end in the account regional time
State Start In Pacific Time	The timestamp when the current state of the subscription began or will begin in Pacific Time
State Start In Regional Time	The timestamp when the current state of the subscription began or will begin in the account regional time
State Type	Whether a subscription is trial, paid or lapsed
Store Front	The country store front in which the user's action occurred
Sub Event Name	Additional event type information associated with the event
Sub State Type	Indicates sub categories of state for trial, paid, or lapsed subscriptions
Subscription App Name	Name of the application to which the user is subscribed
Subscription Period Type	Type of the subscription period such as Seasonal or Monthly
Subscription Type	The type of subscription